



WOMEN'S FINANCIAL LITERACY: BASIC FAQs ANSWERED

FREQUENTLY ASKED QUESTIONS

- ▶ **What is financial literacy?**
- ▶ **Why focus on women's financial literacy?**
- ▶ **Why is financial education important?**
- ▶ **What are the basic steps to financial fitness?**
- ▶ **How can personal financial fitness be sustained?**

What is financial literacy?

- ▶ Skills
- ▶ Knowledge
- ▶ Understanding

**“Women prefer men who have
something tender about them ---
especially the legal kind.”**

~ Kay Ingram



Why focus on women's financial literacy?

- ▶ Poverty
- ▶ Divorce
- ▶ Parenthood
- ▶ Caregiver
- ▶ Life expectancy
- ▶ Comparison with men



Why is financial education important?

- ▶ Greater financial risks
- ▶ Making informed financial decisions

What are the basic steps to financial fitness?

- ▶ **Goal-setting**
- ▶ **Planning**
- ▶ **Putting plan into action**
 - **Spending:** living within your means
 - **Saving:** setting money aside
 - **Credit:** using it wisely
 - **Investing:** saving for retirement

How can personal financial fitness be sustained?

- ▶ Budget
- ▶ Use tools
- ▶ Know your available resources
- ▶ Make it a family affair



SUGGESTED RESOURCES

- ▶ For general financial education:
 - [Jump\\$tart Coalition](#)
 - [National Endowment for Financial Education](#)

- ▶ For developing a financial plan:
 - [California Society of Certified Public Accountants Institute](#)
 - [Consumer Action](#)

- ▶ For establishing and maintaining good credit:
 - [Consumer Credit Counseling](#)
 - [National Foundation for Credit Counseling](#)
 - [Equifax](#), [Experian](#), [TransUnion](#)